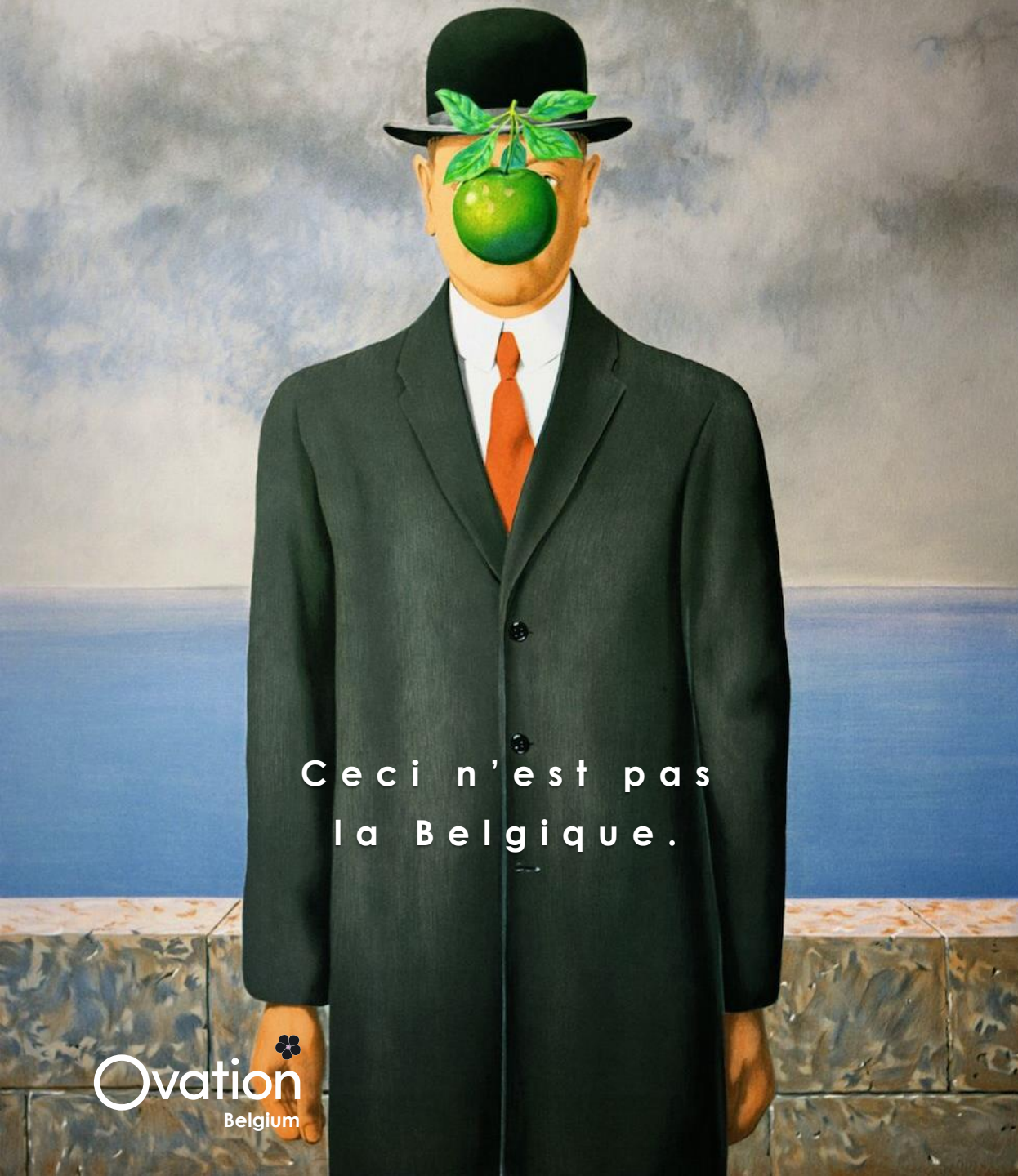


VIRTUAL INCENTIVE EXPERIENCE BELGIUM

An incentive activation proposal by Ovation Belgium

The Virtual Incentive Experience



Ceci n'est pas
la Belgique.



Belgium is more than a country
It's a clash of cultures.



Communities
are frontier free
now more than
ever.



If you cannot
come to Belgium,
technology makes
Belgium come to
you.



Imagine your
new normal



Let our
culture
come to
you.

THIS IS Belgium

Discover
from
home

A virtual incentive concept by Ovation Belgium

The Virtual Incentive Experience

If you planned to take your attendees on an incentive trip to Belgium and are now curious about how to create engaging activities to motivate them, our virtual incentive experience could work perfectly for you.

The aim of the activation is to reward and recognise your attendees by immersing them in a truly Belgian experience that has been designed by our local Belgian team and includes a programme of virtual and bespoke Belgian experiences that can be customised to meet your specific needs.

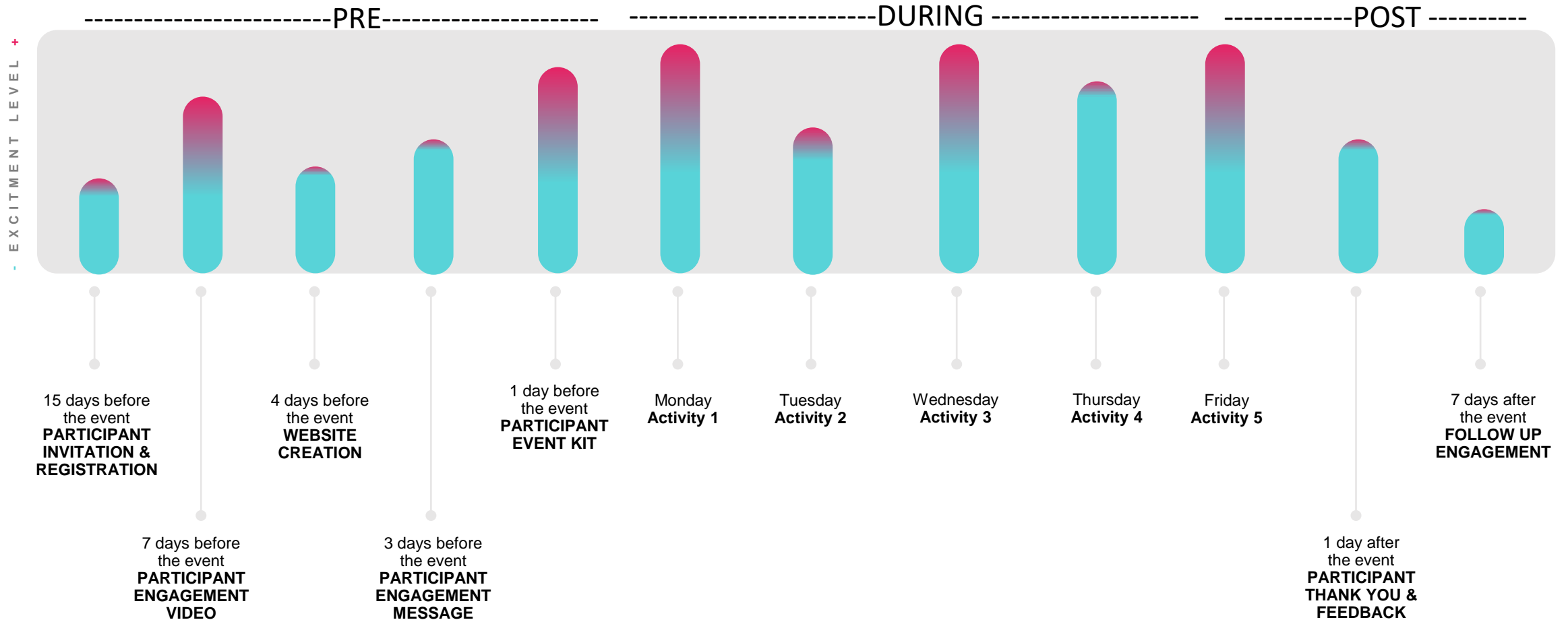
Invited guests will receive digital communications, personalised gifts, live streaming activities plus on-demand content. A complete experience to introduce our country and culture to all attendees.



This is Belgium

The Virtual Incentive Journey

This is Belgium - Timeline



Website Content Timeline

On demand content for all the participants, available online

PRE

DURING

POST

4 days before the virtual incentive

Website creation and opening of the social wall for participants to interact + live chat with a Belgian guide/animator.

3 days before the virtual incentive

All about audio-visual. We will pick a selection of the best visual creators and share our selection of their best photos or videos of Belgium. A modern and local way to show the destination.

1 day before the virtual incentive

Things you should know about Belgium. An attractive guide/animator about the best kept secrets of Belgium, information for participants to start the activity with a broad knowledge of the destination.

Monday

Activity 1- challenge 1

Tuesday

Activity 2-challenge 2

Wednesday

Activity 3.-challenge 3

Thursday

Activity 4-challenge 4

Friday

Activity 5-challenge 5

1 day after the virtual incentive

Group photo available on the website + quiz which reveals how much they have learnt about Belgium; **prize for the winner to promote** engagement

7 days after the virtual incentive

Edited videos and photos of the past week for participants to download and upload to their social media if wanted.

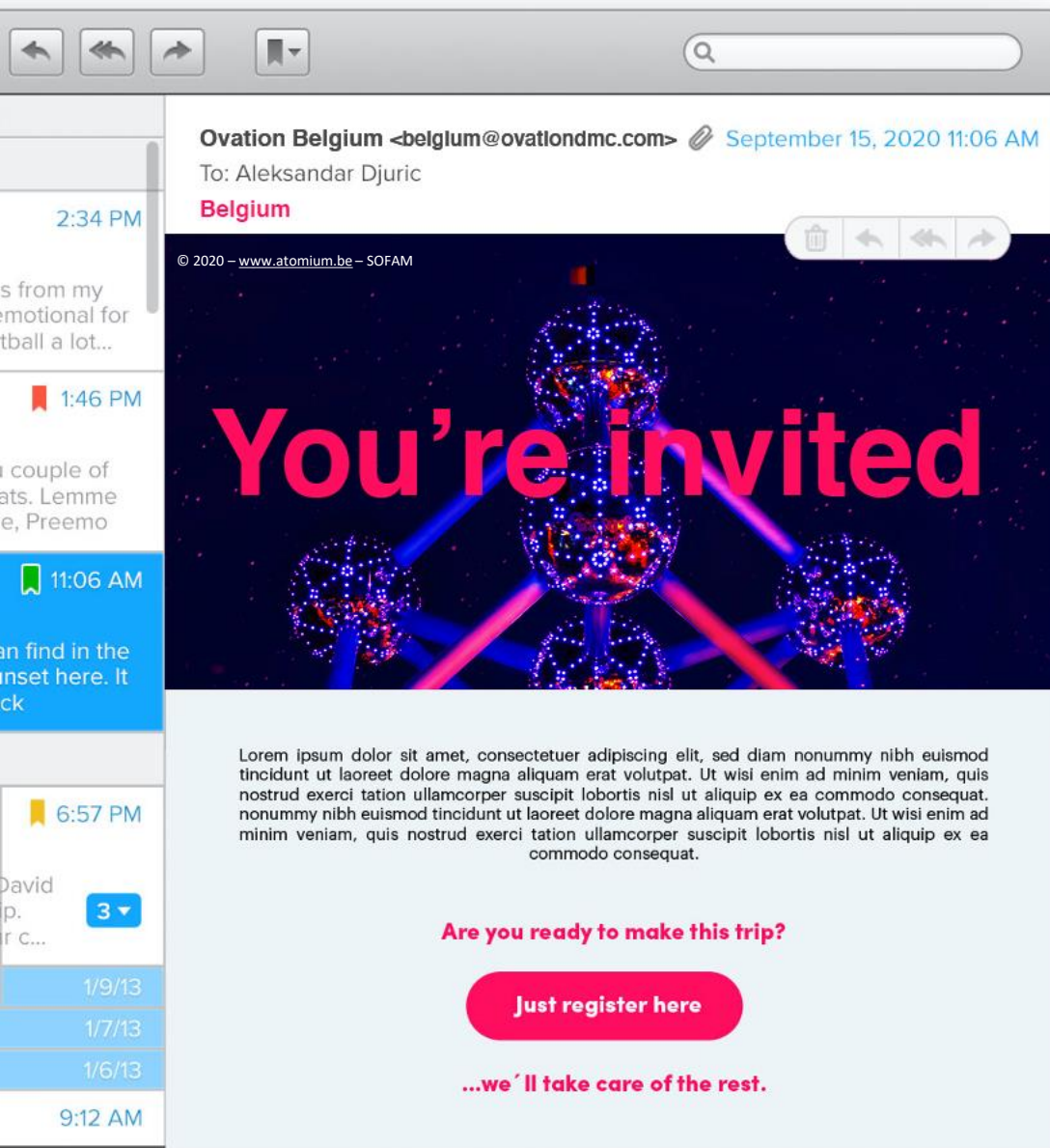
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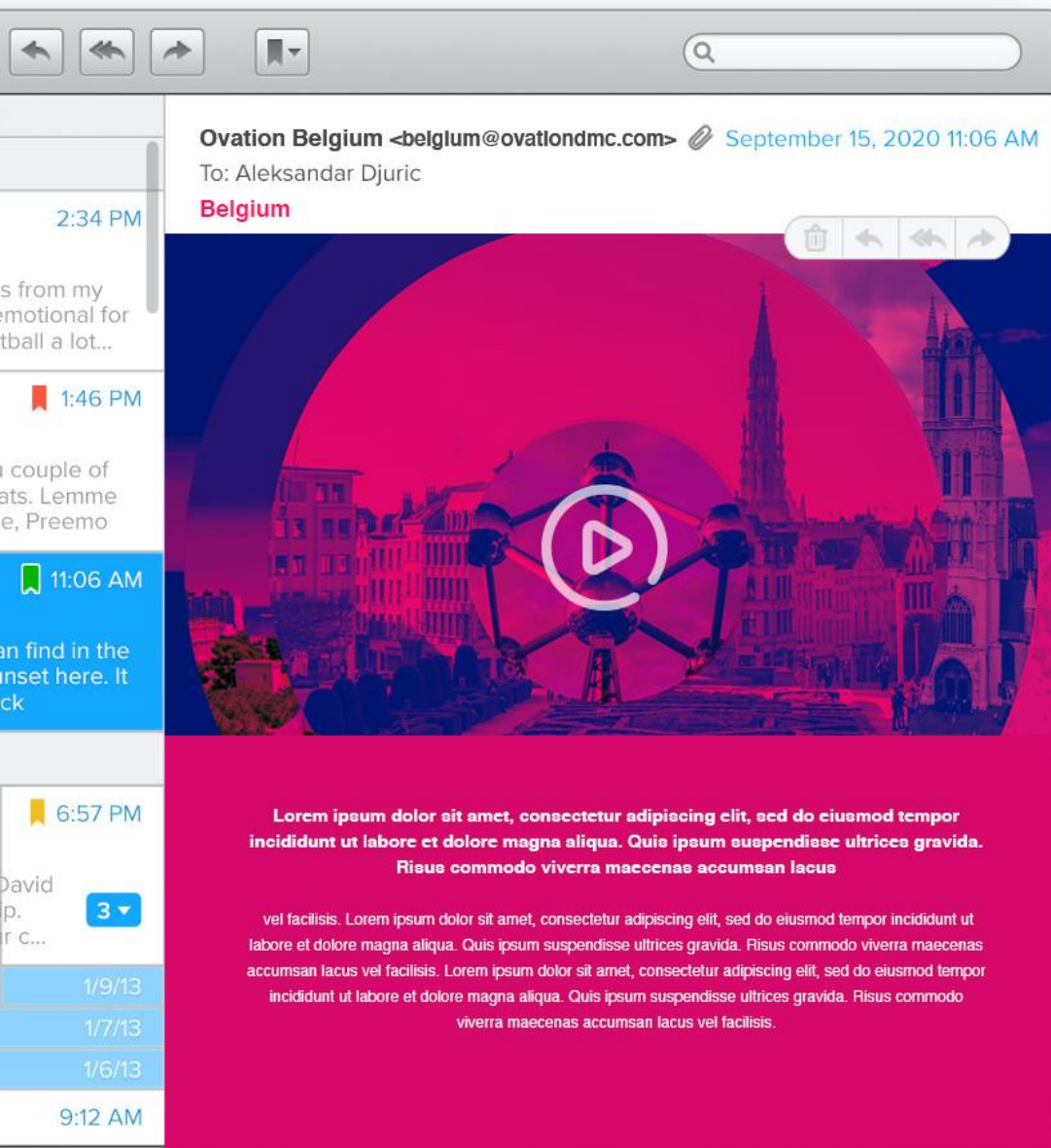
PRE-EVENT

Pre-communications aim to ignite conversation about Belgium; what it has to offer the visitor and provide a taste of how leisure time can be spent. Such communications can be adapted to include specific corporate messaging. The goal is to build expectations, create excitement and grow an engaged community.



15 Days Before The Incentive Qualifier Invitation & Registration

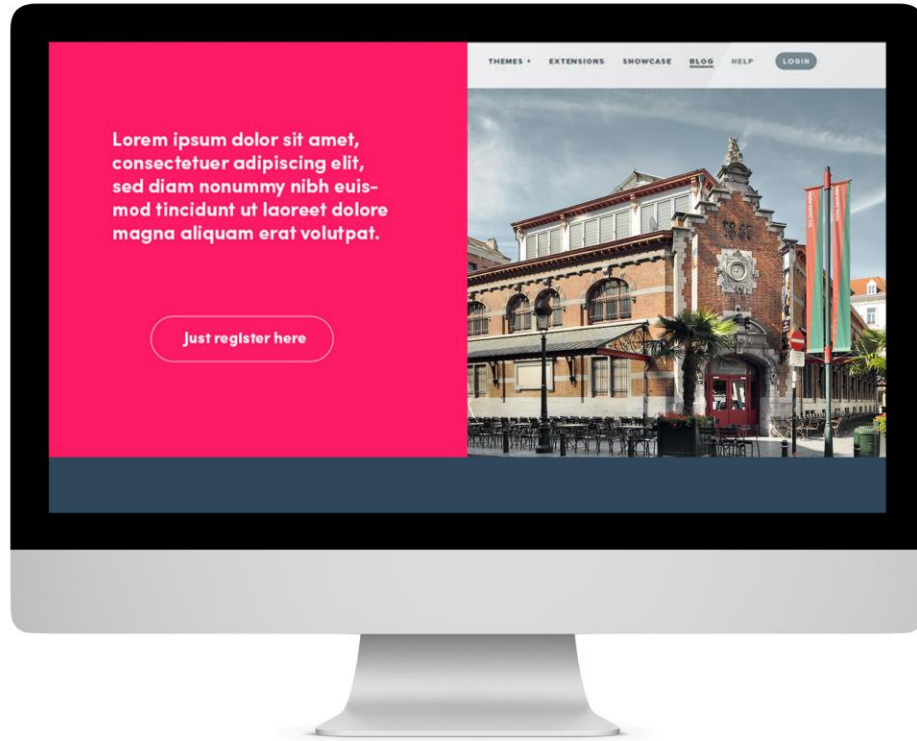
The journey begins. Participants will receive a **digital invitation** via email to build expectations of the virtual incentive and to register to the activation.



7 Days Before The Incentive

Qualifiers Engagement Video

An integrated video campaign shared with attendees via e-mail will help build engagement and prepare them for the virtual incentive experiences. The video, created by our local DMC team, will include footage of Belgium and its culture, providing attendees with an authentic perspective on our country.



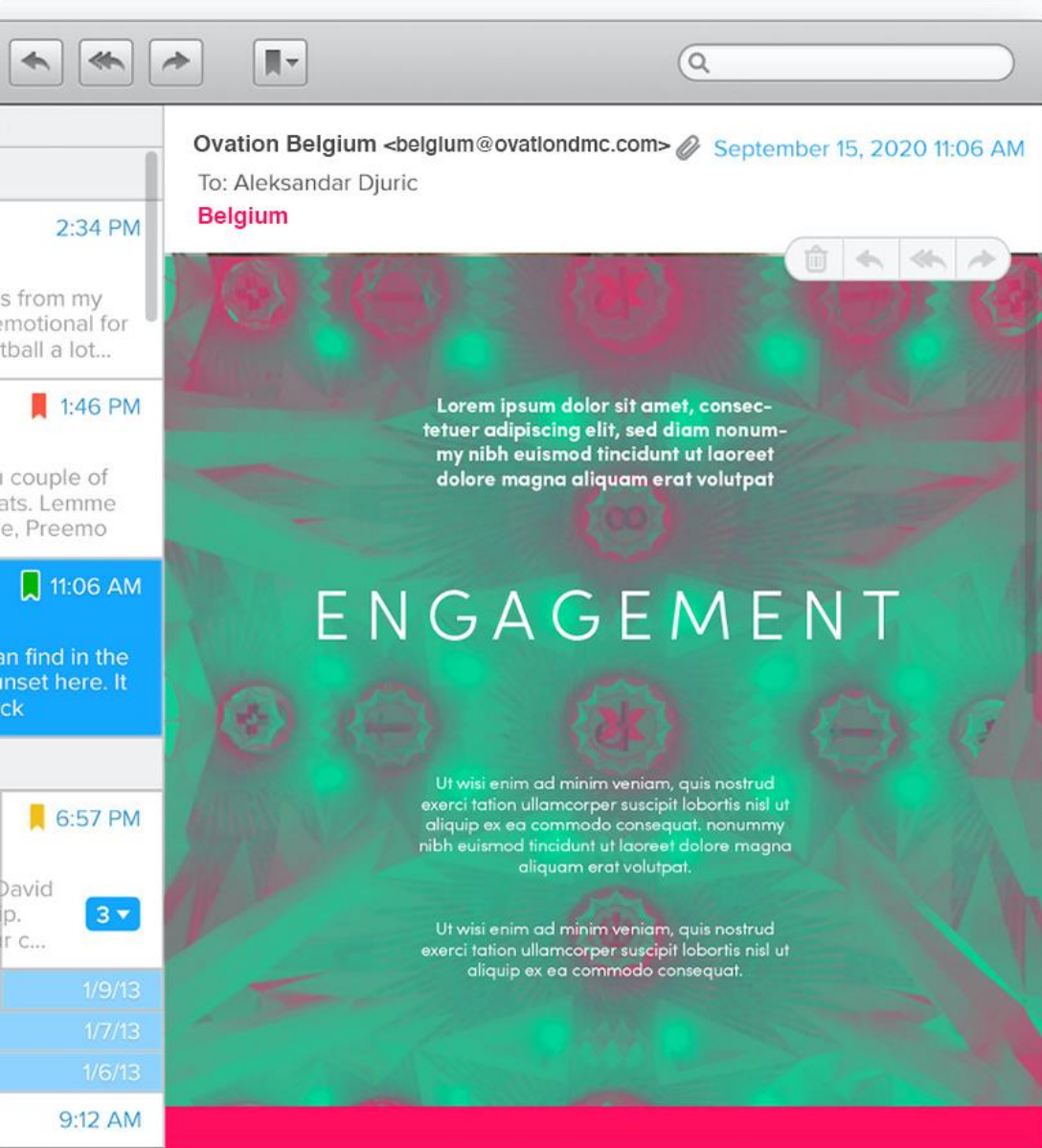
4 Days Before The Incentive.

Website LIVE

A tailor-made website will be created by our team where participants can find destination information, interesting content and engaging activities. This helps to create a real sense of community between all qualifiers and make the virtual incentive activation a more lasting and immersive experience.

This personalized and branded website will be the Hub of all the activities and the virtual meeting point of all the participants. They will have a social wall and a live chat with a local guide in order to create organic interaction between participants. Content will vary in engagement intensity, including quizzes, videos, local tips, and more links to continue experiencing Belgium from home.

The website can be fully personalized and adapted to your needs.



2 Days Before The Incentive Qualifiers Engagement Message

Qualifiers will receive a personalized “letter” from their manager/CEO/Other to engage with them and increase expectations of this virtual incentive experience. This could be done with an audiovisual resource or in a traditional digital manner.



1 Day Before The Incentive

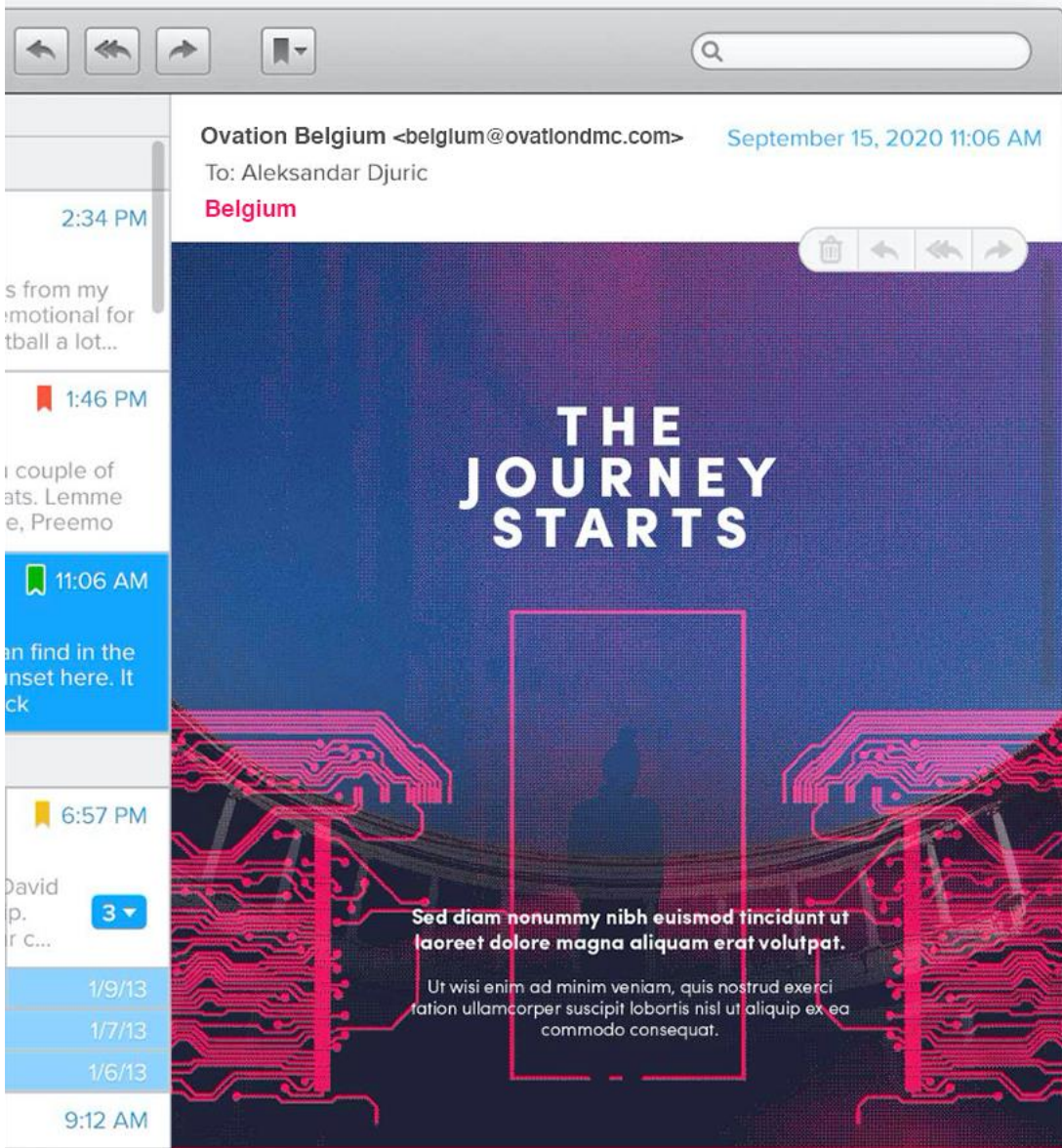
Your Incentive Kit

Participants will receive a package with several smaller boxes and a card with the instructions on how to use the kit. Each box will correspond to a specific day and will have different elements carefully chosen to enhance the participant's experience. Every detail can be personalized with your logo or messages as you prefer.

Possible script: In these boxes you will find products and information that will help you navigate this virtual incentive trip. Please keep them at hand throughout the whole experience.

You will have to follow the instructions on when and where to open them. Now please relax and enjoy your first virtual incentive trip to Belgium

Note: depending on the destination where qualifiers are based – there might be changes due to shipment restrictions.



The Day Of The Incentive

60 min Prior To Start

Qualifier Preparation Mail

Participants will receive a **digital reminder** of the virtual incentive activation including a link to connect. This will reduce the time needed to connect and avoid any possible confusion or delays. The digital reminder will be sent every day before each activity.

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The Live Incentive Activation

THE VIRTUAL JOURNEY BEGINS



On demand

Welcome by your Local Host

A local Belgian guide/animator will play host and is available to attendees just like in a physical incentive trip. The host will be available online in the live chat located on the website and will answer questions, provide links, local tips and any other information about the destination to all participants who want to know more.

He will also begin each session of activities, providing some local background on the activity which ensures consistency to the experience provided.

Your local host will create that feeling of local connections and provide the all-important continuous support that attendees are accustomed to when participating on an incentive trip.



Discover exclusive Art Nouveau residencies!

Gems in Art Nouveau architecture will open their doors in exclusivity to you! Be part of this unique experience!

Did you ever hear of Maison Cauchie, Max Hallet House, Autrique House and many more? Closed to the general public, these houses belong to private landlords. During this virtual experience your guide will walk you through this total Art that influences all art forms, from furniture to decorative objects, from crockery to haute couture, turning everything into curves and arabesques, fauna and flora, colours and light.

A movement as creative as it was short-lived!



The European Marathon!

Europe and its institutions will have no more secrets to you!

The participants will learn about the European Institutions (the European Parliament, the Commission, the Council of Europe, etc) through an interactive quiz where they will challenge the animator who will run from a place to another looking for answers in the EU district of the European Capital.

A fun way to get familiar with the European institutions who drive sometimes our daily lives and who represent still for many citizens a blurry and vague sphere!



The Real Belgian Fries

Some call these “French Fries” but the real deal is Belgian. Famous for their crispy outside yet tender inside, the fries are a true Belgian icon. Surprise your guests and learn the secret to prepare proper Belgian fries at home!

Participants will find paper cones, a range of Belgium’s finest dip sauces and a shopping list in box N°1*. They will receive a digital reminder, early morning, to have the elements selected on the shopping list at hand (these elements will be easy to find in international markets).

In the afternoon we will start live streaming at one of the best Frietkot (Fries cabin) in Brussels. The participants witness a professional’s cooking demonstration, then they will go through each step themselves to prepare their own delicious Belgian fries.

The session will be broadcast “live” but will also be available on demand on the website ensuring all participants can watch it at their own pace.

* Included in the Incentive Kit



Be a graffer for a day!

Ever wondered what goes through a graffer's mind while performing their art? Talk to a Belgian graffer and put yourself in his shoes while trying out this art yourself.

In box N°2* the participants will find 1 or 2 spray cans, a stencil, gloves and a face mask (optional: upgraded box with 3 or 4 spray cans, gloves and face mask).

You will have the opportunity to discover this street art with a graffiti artist, he will explain how it becomes an art, a culture, how to decrypt a graffiti?

Each participant will then explore from their place this new way of expression, will exercise themselves and a jury will nominate the top three!

Meanwhile, the artist will paint a fresco live in a dedicated indoor or outdoor location, you will be able to see how the artist works, follow the progress till the final piece of art!

* Included in the Incentive Kit



Let's have a drink with René Magritte

Did you say Surrealism ?

In box n°3* the participants will find a bottle of beer to enjoy while having a friendly conversation with a symbol of the Belgian surrealism!

From the bar “La Fleur en papier doré” where René Magritte started his carrier by exhibiting his first paintings, the participants will be invited to “have a drink with the Artist”. This will be a live experience where participants will enjoy a Belgian beer while a performer characterized as Magritte guides them through the Surrealism movement in a different and original way. He will reveal some unknown stories and share his personal point of view which makes this experience unique.

“La Fleur en papier doré” is a bar full of history, who hasn't really changed since it opened 75 years ago. It was the headquarters of lot of Belgian artists (i.e. Hergé, Paul Rouge, Marcel Lecomte). Having the activity broadcasted from this place “Symbol of Brussels” convey a particular atmosphere that the performer will transmit through his story telling.

* Included in the Incentive Kit



The Battle of Bastogne

A major event of WWII took place in Bastogne where soldiers on both sides faced both the winter cold and their enemies.

Talk to an American GI or a German officer and experience this chapter of Europe's history as if you were there during the winter 1944-1945.

All along the events which made that battle famous, the participants will be accompanied by an actor embodying both sides of the conflict. The participants can interact with the soldiers and will better grasp the importance of the Battle of Bastogne in the Belgian Ardennes.

This experience includes the actor, videos and archives from Bastogne War Museum.



Be challenged through the virtual escape game!

How best federate, boost and create bounding between the participants .. then an escape game !

Each participant will receive a mystery invitation to participate in a drink in a virtual Belgian bar. The first step will be to access the place and then to find their way around. There will be a series of riddles about Brussels but not only, to be solved together, through team communication and manipulations at the virtual location.

Once the team manage to access the fridge in the kitchen of the bar and open it, it will be time for everyone to open their favourite drink and toast with their teammates. The game master will then leave you to enjoy this moment together.



Beer tasting with an expert

Discover what makes Belgian beers so unique and find out about interesting food pairing possibilities!

We finish the week the same way we started it, with local specialties!

The participants will find information cards in the box N°4 along with a range of available Belgian beers and Belgian mustard. They will enjoy the taste of Belgian beer while discovering its secrets with a local beer expert.

The beer will be tasted via an interactive blind test to reinforce the networking created over the previous days.

* Included in the Incentive Kit



Final moment

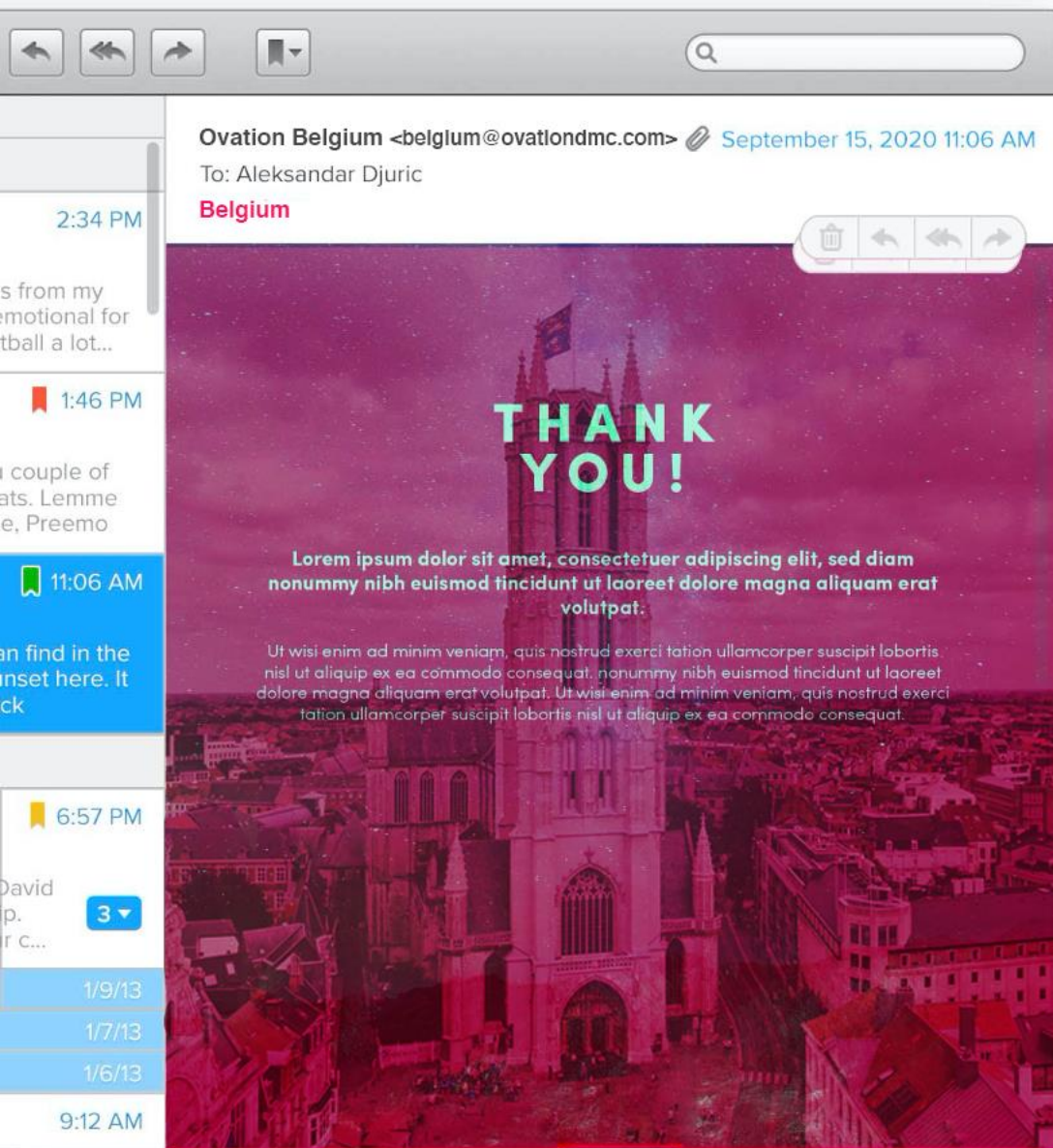
Because together everything is better!

After the enjoyment of the beer tasting, participants will be asked to turn on their cameras and toast to the great virtual week that was as they made their way through Belgium. They will be able to share experiences and celebrate while drinking unique Belgian beers.

We will take a digital group picture to wrap up the activity. This picture will be made available on the website for downloading at a later stage.

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POST-EVENT

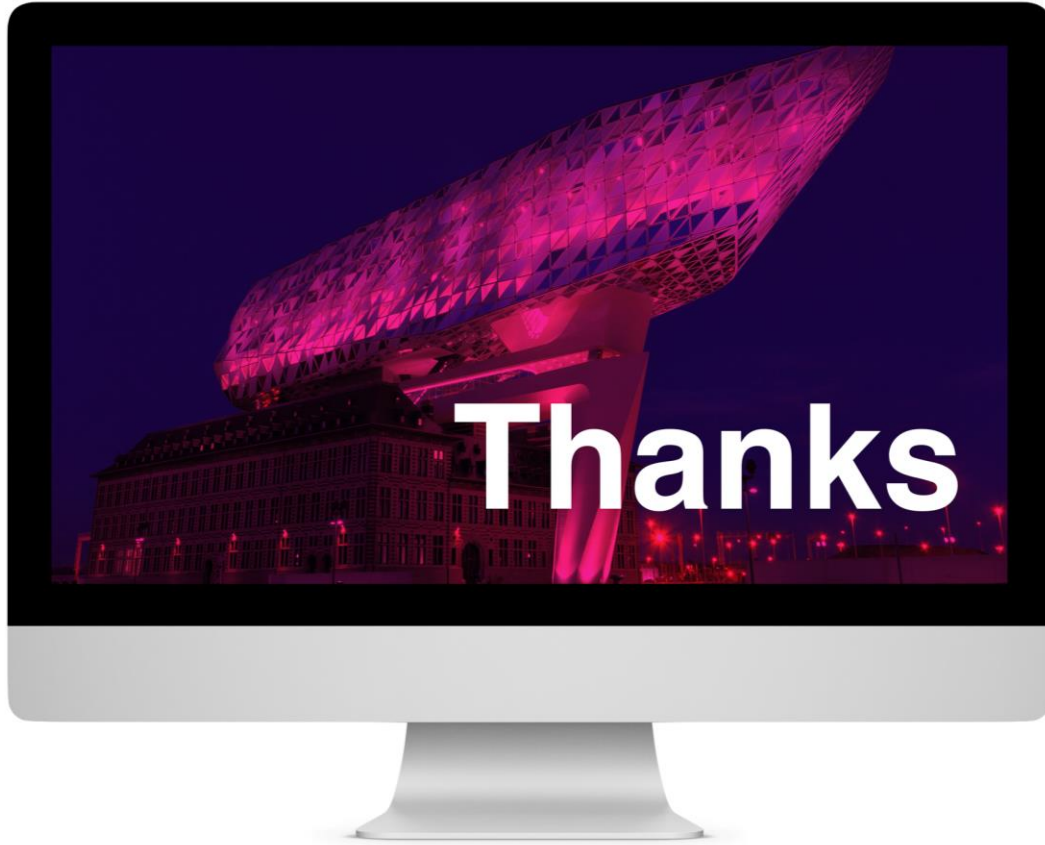


1 Day After The Incentive

Thank You & Feedback

Qualifiers will receive an e-mail thanking them for their participation and offering additional information for those who wish to keep exploring our country.

A **survey** attached to this mail will help you gather data and gain insight into the satisfaction levels, which can be used when creating any future activations.



7 Days After The Incentive

Follow Up Engagement

Participants will receive, via email, a digital communication advising them that the edited content from their virtual incentive trip is now available on the dedicated website in addition to the content that has already been uploaded during the entire activation. They will now discover edited videos, photos and insights of the different activities.

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PROPOSAL

How to use this virtual incentive experience ?

1. Cancelled Incentive - Add on to your “cash-incentive”:

Many had to cancel their incentive trip because of Covid-19 and are now planning to do a cash incentive for all qualifiers. We know cash incentives do not offer the same value as an incentive trip, but with the “Virtual Incentive Experience” you can enhance the cash incentive by providing this combination of a cash reward and an immersive virtual destination experience.

2. Postponed Incentive – Engage and motivate:

In case you had to postpone your incentive due to COVID-19, you might use the “virtual incentive experience” as a teaser or a motivational tool to give a positive message to your qualifiers. Your message towards your team could be: “We know you worked hard and that you earned this incentive trip and now due to Covid-19 we had to postpone it. Even so we will do this trip in the near future – meanwhile we invite you to a new virtual experience – something that you have never experienced before.”

3. Reduced physical incentive trip – a Hybrid Solution:

Many companies have very strict internal travel policies now and restrictions when it comes to “group sizes”. With this in mind, you might plan to reduce the physical incentive trip and travel with a smaller group only. So the virtual incentive experience is a solution for you to offer to the participants that decide to stay at home or that are in the “second tier” of the incentive program and like this you can still assure that you motivate them and engage with them through a different and unique experience.

4. Stand alone motivational tool:

The virtual incentive experience can of course also work as a stand alone motivational tool. In current times it is more important than ever to motivate the existing team and so you might want to try to launch this “virtual incentive experience” as a motivational tool within your company and show that you offer innovative solutions during times where others just stay still and wait.

Proposal Details

Price starting from:

Between 400 and 500 Euros + VAT per delegate

(based on a group of 100 pax) - Including the Incentive Kit*

Included in the virtual incentive proposal

- Tailor-made website creation
- Tailor-made Belgian content uploaded on to the website
- Pre communications via email (four included)
- Post communications via email (two included)
- Package of boxes with products detailed on the proposal
 - Shipment not included - Shipment price will depend on location of the participants
 - Upgraded Incentive Kit can be tailor made depending on the client request at extra cost
- 5 activations for each day of the week and detailed in this proposal. Client can choose from the range of activities detailed in the proposal (architecture, gastronomy, European institutions, graffiti, art & culture, battle of Bastogne, local products)
- Live broadcast platform
- Live Belgian guide/animator
- Post event production of video and content

VIRTUAL INCENTIVE EXPERIENCE BELGIUM

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For more information, please do not hesitate to contact us
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